

Advertising and Promotions Managers (11-2011)

Occupation description: Plan, direct, or coordinate advertising policies and programs or produce collateral materials, such as posters, contests, coupons, or give-aways, to create extra interest in the purchase of a product or service for a department, an entire organization, or on an account basis.

Employment and Job Openings

| | Average employment | | | Average annual openings | | |
|---------------|--------------------|-----------------|----------------|-------------------------|-------------|-------|
| | 2010 estimate | 2020 projection | Percent change | Growth | Replacement | Total |
| Alaska | 117 | 129 | 10.3 | 1 | 3 | 4 |
| United States | 38,700 | 43,800 | 13.4 | 510 | 1,110 | 1,620 |

Job outlook

Alaska: Alaska's employment growth is moderate with low employment opportunities. [Read more.](#)

2013 Wages ?

| | Mean Wage and 95% Confidence Interval | | | Wage by Percentile | | |
|-----------------------------|--|-------|-------|--------------------|--------|-------|
| | Low | Mean | High | 10th | Median | 90th |
| United States | n/a | 54.27 | n/a | 21.70 | 45.13 | 0.00 |
| Alaska | 31.80 | 36.86 | 41.92 | 20.90 | 33.57 | 56.93 |
| Anchorage/Mat-Su Area (MSA) | 31.66 | 36.69 | 41.72 | 20.52 | 32.49 | 56.59 |

Labor Force Indicators

2012 Worker Characteristics

| Total workers | Nonresident workers | Percent nonresident | Percent age 45 plus | Percent age 50 plus |
|---------------|---------------------|---------------------|---------------------|---------------------|
| 160 | 19 | 11.9 | 43.2 | 29.1 |

2012 Potential Supply

| | |
|---|----|
| Qualified but working in another occupation | 33 |
| Currently employed in a lower paid occupation | 25 |
| UI claimants previously working in occupation | 7 |

2012 ALEXsys Employment Data

| | |
|---|------|
| Number of registrants | 279 |
| Number of job position postings | 27 |
| Ratio of registrants to job position postings | 10.3 |

Typical Entry-level Education, Experience, and/or On-the-job Training

Education: Bachelor's degree

Work experience: 1 to 5 years **On-the-job training:** None

Training Resources

| | Degree |
|--|--------|
| University of Alaska Anchorage | |
| Marketing | BBA |

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